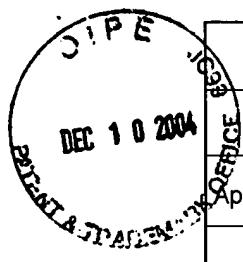


12-13-04

1 FW 3625\$

EXPRESS MAIL NO. EV528707251US



## AMENDMENT TRANSMITTAL LETTER

Docket No.  
249768043US

Application No. 09/809,728-Conf. #5675	Filing Date March 15, 2001	Examiner R. M. Pond	Art Unit 3625
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Applicant(s): Hanks et al.

Invention: INCREASES IN SALES RANK AS A MEASURE OF INTEREST

## TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

## CLAIMS AS AMENDED

	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
<b>Total Claims</b>	38	- 38 =		x	0.00
<b>Independent Claims</b>	6	- 6 =		x	0.00
<b>Multiple Dependent Claims (check if applicable)</b> <input type="checkbox"/>					
<b>Other fee (please specify):</b> Extension for response within first month					110.00
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>					110.00

 Large Entity Small Entity No additional fee is required for this amendment. Please charge Deposit Account No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_. A duplicate copy of this sheet is enclosed. A check in the amount of \$ 110.00 to cover the filing fee is enclosed. Payment by credit card. Form PTO-2038 is attached. The Director is hereby authorized to charge and credit Deposit Account No. 50-0665 as described below. A duplicate copy of this sheet is enclosed. Credit any overpayment. Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.Steven D. Lawrenz  
Attorney Reg. No.: 37,376

Dated: December 10, 2004

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Express Mail No. EV528707251US  
Docket No.: 249768043US  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Hanks et al.

Confirmation No.: 5675

Application No.: 09/809,728

Art Unit: 3625

Filed: March 15, 2001

Examiner: R. M. Pond

For: INCREASES IN SALES RANK AS A  
MEASURE OF INTEREST

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**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

## **INTRODUCTORY COMMENTS**

In response to the Office Action dated August 12, 2004, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.